



Specification

Title: Market share forecasting for businesses selling products or services to other businesses (non-consumer markets)

Inventor: Robert Allen Sevio

References Cited:

U.S. Patent Documents

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6,415,267	July 2, 2002	Hagen	705/35; 705/36
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Other References

BusinessWare UK Ltd, "BusinessMap", From <http://www.businessware.co.uk>, 2003.

Business Forecast Systems, "Forecast Pro", From <http://www.forecastpro.com/index.htm>, 2003

Market Modelling Limited, "Matrix", From: <http://www.market-modelling.co.uk/>, 2003

The Marketing Process Company, "EXMAR", From
http://www.themarketingprocessco.com/mp_exmar.htm, 2003

Attorney, Agent or Firm: Self-represented

Supporting Computer Programs on CD

1. This specification shown on a Word document file, titled: "Specification - Market share forecasting, amended 02172004.doc"
 2. This specification demonstrated on an Excel spreadsheet file, titled: "Example - Market share forecasting, amended 02172004.xls"
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Background

Increasing competition, shorter product life cycles, and frequent business failures underscore that businesses must do a better job of forecasting market share. This method is intended to address this problem, in business-to-business markets.

This method for providing market share predictions and pricing guidance has been developed by analyzing the performance of companies in business-to-business markets (non-consumer markets). It has also been developed by modeling thousands of hypothetical business-to-business markets. It has been matured over a period of several years by Robert Allen Sevio, whose experience is briefly discussed below.

The inventor of this method, Robert Allen Sevio, currently assists companies by:

Ranking Market Opportunities, Forecasting Market Share, Developing Marketing Plans

For most of the past 17 years, Robert Allen Sevio has consulted for companies to help them identify and address market opportunities. Some current and past clients include: a provider of network integration services, a provider of safety certification services, a provider of mainframe management software, and a provider of industrial power, heating, and air conditioning systems.

Robert Allen Sevio's other professional experience includes:

- Manager of Marketing Research and Business Planning for Nortel (formerly Northern Telecom)

- Director of Marketing Services for ITT's Business and Consumer Communications Division

Robert Allen Sevio is a graduate of the Rochester Institute of Technology, School of Business, 1966.

Brief Summary of Invention

A computer-implemented method by which a business, selling a product/service to a business (non-consumer) market, can, forecast market share for itself and its competitors, and also forecast a pricing ratio, versus its leading competitor, needed to achieve its market share.